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ADVERTISING AND SALESMANSHIP

FARRAR, GILBERT P. *Typography of Advertisements that Pay*. Pp. xvi, 282. Price, \$2.25. New York: D. Appleton and Company, 1917.

Mr. Farrar's book is admirably adapted to classroom work because of its good arrangement, well-chosen illustrations, and its simple manner of presenting technical material. The book is prepared on the justified assumption that advertisers should know clearly certain technicalities of printing, but, at the same time, that they should not burden themselves with too much detail. In accordance with this theory, the author sets forth in an effective way the few families of types that are in common use. He shows how different combinations of type faces can be made for the best results. A peculiar virtue of the book is that these type faces are placed in close relationship to the advertisements that employ them. An excellent chapter is that entitled Putting the Advertisement Together. It shows at a glance how an advertisement is prepared for the printer. The chapter on Making the Message Quick and Sure is a most excellent treatment of the employment of types for the essential purpose of making clear what you have to say. Other valuable chapters in the book treat of combining pictures and type faces, borders, the field of hand lettering, white space and margins, adding life to package display, and the kinds of advertisements, the last named chapter being an illuminating classification of advertisements which cannot fail to be of service even to experienced advertisers. Many other books on the typography of advertisements have been written, but for simplicity of treatment and arrangement and for presentation of the essentials in typography this book fills a needed place.

J. W. PIERCY.

Indiana University.

GOVERNMENT REGULATION OF BUSINESS

MONTAGUE, GILBERT H. *Business Competition and the Law*. Pp. vii, 318. Price, \$1.75. New York: G. P. Putnam's Sons, 1917.

STEVENS, W. H. S. *Unfair Competition*. Pp. xiii, 265. Price, \$1.50. Chicago: University of Chicago Press, 1917.

A mere mention of the trust problem, and more particularly the Sherman and Clayton Acts, at once is likely to engage the interest of a business man. It is quite superfluous, therefore, to bemoan a lagging interest in the subject matter of these two books. On the other hand, both works contain the elements of inspiring essays. They are phrased in a colloquial style and their manner of expression is simple and natural. What is more noteworthy, they represent lucid treatments of subjects of which their authors have an intimate technical knowledge.

The attitude of the authors toward the problems of current industrial and commercial practices is different. Montague has a proclivity to maintain the right of a business to live without too much molestation on the part of the courts. At the same time he suggests the legal pitfalls into which a business may unwittingly step, and thereby bring upon itself an unpleasant acquaintanceship with the Federal District Attorney's staff. The substance of Montague's thought is developed by relatively brief passages of his own pen, coupled with rather elabo-